ABSTRACT OF DISCLOSURE

When a relatively large image in the sub-scanning direction is to be printed, a relatively large number of dot-forming elements among a plurality of dot-forming elements are used to form dots by means of sub-scanning with a relatively large average feed. When a relatively small image in the sub-scanning direction is to be printed multiple times at different positions in the sub-scanning direction on the same print medium, a relatively small number of dot-forming elements among the plurality of dot-forming elements are used to form dots by means of sub-scanning with a relatively low average feed. With this embodiment, large images are rapidly printed, and small images are printed more efficiently on printing paper.